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**WAR  
STRATEGY**

*THE SHORT VERSION*

***FATEH .Z. FENNI***

***PART I***

***SELF-DIRECTED WARFARE***

# I

## DECLARE WAR ON YOUR ENEMIES :

### THE POLARITY STRATEGY

*Life is*

*Endless battle and conflict*

*Moreover, you cannot*

*Fight effectively unless you can*

*Identify your enemies!*

*Learn to*

*Smoke out your enemies*

*To*

*Spot them by the signs and patterns*

*That reveal hostility*

*Then, once you have them in your sights*

*Inwardly declare war!*

*Your enemies can fill you with*

*Purpose and direction!*

**DO NOT FIGHT THE LAST WAR :**  
**THE GUERRILLA WAR OF THE MIND STRATEGY**

*What most often  
Weighs you down and brings you misery is*

*The past!!!*

*You must*

*Consciously wage war against*

*The past and force yourself*

*To react to the present moment*

*Be ruthless!!!*

*On yourself*

*Do not repeat the same tired methods*

*Wage guerrilla war on your mind*

*Allowing no*

*Static lines of defense*

*Make everything*

*Fluid and Mobile!*

**AMIDST THE TURMOIL OF EVENTS**  
**DO NOT LOSE YOUR PRESENCE OF MIND :**  
**THE COUNTERBALANCE STRATEGY**

*In the heat of battle*

*The mind tends to lose its balance*

*It is vital to keep your presence of mind*

*Maintaining your mental powers*

*Whatever the circumstances*

*Make the mind tougher by*

*Exposing it to adversity*

*Learn to detach yourself!*

*From*

*The Chaos of the Battlefield*

## CREATE SENSE OF URGENCY AND DESPERATION :

### THE DEATH-GROUND STRATEGY

*You are your own worst enemy!*

*You waste*

*Precious time dreaming of the future*

*Instead of*

*Engaging in the present!!!*

*Cut your ties to the past*

*Enter unknown territory!*

*Place yourself on*

*"Death Ground"!!!*

*Where your back is against*

*The wall and you have to fight like*

*Hell!!!*

*To get out alive*

***PART II***

***ORGANIZATIONAL (TEAM)***

***WARFARE***

## **AVOID THE SNARES OF GROUPTHINK : THE COMMAND AND CONTROL STRATEGY**

*The problem*

*In leading, any group is that*

*People inevitably have their*

*Own agendas!*

*You have to*

*Create a chain of command*

*In which they do not feel*

*Constrained by your influence*

*Yet follow your lead*

*Create a sense of Participation*

*But do not fall into*

*Groupthink!*

*The irrationality of*

*Collective Decision Making!*



## SEGMENT YOUR FORCES : THE CONTROLLED CHAOS STRATEGY

*The critical elements in war are*

*Speed and Adaptability*

*The ability to*

*Move and make decisions faster than*

*The enemy*

*Break your*

*Forces into independent groups that can*

*Operate on their own*

*The Decentralize Command & Leadership!*

*Make your forces*

*Elusive and unstoppable!*

*By*

*Infusing them with the spirit of the campaign*

*Giving them a:*

*Mission to Accomplish*

*And then*

*Letting them run!*

## **TRANSFORM YOUR WAR INTO JIHAD :**

### **MORALE STRATEGIES**

*The secret to  
Motivating people and maintaining their morale  
Is to get them to  
Think less  
About  
Themselves and more about the group  
Involve them in a  
Cause  
JIHAD against a hated enemy!  
Make them see their survival as tied to  
The success of  
The Army as a Whole!*

# ***PART III***

## ***DEFENSIVE WARFARE***

**PICK YOUR BATTLES CAREFULLY :**  
**THE PERFECT-ECONOMY STRATEGY**

*We all have limitations our  
Energies and Skills  
Will take us only so far  
You must know your  
Limits and pick your battles carefully!*

*Consider  
The hidden costs of a war:  
Time lost, Political goodwill squandered  
An Embittered enemy bent on  
Revenge!*

*Sometimes it is better to wait  
To undermine your enemies covertly rather than  
Hitting them Straight on!*

## **TURN THE TABLES : THE COUNTERATTACK STRATEGY**

*Moving first*

*Initiating the attack*

*Will often put you at a*

*Disadvantage:*

*You are exposing your*

*Strategy and Limiting your options*

*Instead*

*Discover the power*

*Of holding back and letting the other side*

*Move first*

*Giving you the Flexibility*

*To counterattack from any angle*

*If your opponents are aggressive*

*Bait them into a*

*Rash attack that will leave them in a*

*Weak position!*

## CREATE THREATENING PRESENCE : DETERRENCE STRATEGIES

*The best way to fight off aggressors is to*

*Keep them from attacking you*

*In the first place!*

*Build up a reputation:*

*You're a little crazy!!!*

*Fighting you is not*

*Worth it!!!*

*Uncertainty is sometimes better*

*Than overt threat*

*Your opponents are never sure what*

*Messing with you will cost*

*They will not want to*

*Find out!!!*

II

## **TRADE SPACE FOR TIME :**

### **THE NON-ENGAGEMENT STRATEGY**

*Retreat!!!*

*In the face of a strong enemy is a*

*Sign not of weakness but of*

*Strength!*

*By:*

*Resisting the temptation*

*To respond to an aggressor*

*You buy yourself*

*Valuable Time!*

*Time to recover, To think, To gain perspective Sometimes you can*

*Accomplish most by*

*Doing Nothing*

# ***PART IV***

## ***OFFENSIVE WARFARE***



## LOSE BATTLES BUT WIN THE WAR :

### GRAND STRATEGY

*Grand Strategy!*

*Is the art of looking*

*Beyond The Battle & Calculating Ahead*

*It requires that you:*

*Focus on your Ultimate Goal & Plot to reach it*

*Let others get caught up in the*

*Twists & Turns!!!*

*Of the battle*

*Relishing their little victories!*

*Grand Strategy*

*Will bring you the ultimate reward:*

*The Last Laugh!*

## KNOW YOUR ENEMY : THE INTELLIGENCE STRATEGY

*The target of your strategies  
Should be less the army you face than  
The mind!  
Of The Man Or Woman  
Who runs it!  
If you understand, how that mind works  
You have the key to  
Deceiving & Controlling It  
Train yourself to read people  
Picking up the signals they  
Unconsciously send!  
About their Innermost  
Thoughts & Intentions!*

**OVERWHELM RESISTANCE WITH  
SPEED AND SUDDENNESS :  
THE BLITZKRIEG STRATEGY**

*In a world in which many people  
Are indecisive & Overly Cautious!*

*The use of speed  
Will bring*

*You Untold Power!*

*Striking first  
Before your opponents have time to*

*Think or Prepare!*

*Will make them:  
Emotional Unbalanced & Prone  
To Error!*

## **CONTROL THE DYNAMIC :**

### **FORCING STRATEGIES**

*People are constantly*

*Struggling to Control You!!!*

*The only way to get the upper hand is*

*To make your play for control more*

*Intelligent & Insidious!*

*Instead of trying to*

*Dominate the other side's every move*

*Work To Define!*

*The Nature Of The Relationship Itself*

*Maneuver to control your opponent's minds*

*Pushing their*

*Emotional Buttons & Compelling Them*

*To Make Mistakes!*

**HIT THEM WHERE IT HURTS :**  
**THE CENTER OF GRAVITY STRATEGY**

*Everyone has a source of power  
On which he or she depends  
When you look at your rivals  
Search below the surface for that source  
The Center of Gravity!!!  
That holds the entire structure together  
Hitting them there will inflict  
Disproportionate Pain!  
Find what the other side most  
Cherishes & Protects!  
That is where you must strike*

**DEFEAT THEM IN DETAIL :**  
**DIVIDE AND CONQUER STRATEGY**

*Never be intimidated by your enemies*

*Appearance*

*Instead, look at:*

*The Parts that Make Up the Whole!*

*By*

*Separating the parts*

*Sowing*

*Dissension & Division!!!*

*You can bring down even the most*

*Formidable Foes!!!*

*When you are facing*

*Troubles or Enemies*

*Turn a*

*Large Problem Into Small*

*Eminently*

*Defeat-able Parts!*

## EXPOSE AND ATTACK

### YOUR OPPONENT'S SOFT FLANK :

#### THE TURNING STRATEGY

*When you attack people directly*

*You stiffen their*

*Resistance and make your task that much harder*

*There is a better way:*

*Distract your*

*Opponents Attention*

*To the front, then attack them from*

*The side, where they least expect it*

*Bait people into*

*Going Out on a Limb!*

*Exposing their weakness*

*Then rake them with fire from*

*The side*

## ENVELOP THE ENEMY : THE ANNIHILATION STRATEGY

*People will use any kind of gap in your*

*Defenses to Attack You*

*So Offer no Gaps!*

*The secret is to*

*Envelop your opponents*

*Create Relentless Pressure!*

*On them from*

*All Sides & Close Off*

*Their access to the outside world*

*As you sense*

*Their weakening resolve*

*Crush their Willpower*

*By*

*Tightening The Noose!*



**MANEUVER THEM INTO WEAKNESS :**  
**THE RIPENING FOR THE SICKLE STRATEGY**

*No matter how strong you are  
Fighting Endless Battles  
With people is  
Exhausting, costly, and Unimaginative!  
Wise Strategists  
Prefer the Art of Maneuver:  
Before the battle even begins,  
They find ways to put their  
Opponents in Positions of  
Such weakness that  
Victory is Easy & Quick!!!  
Create Dilemmas:  
Devise maneuvers that give  
Them a choice of ways to respond-all of them  
Bad!*

**NEGOTIATE WHILE ADVANCING :  
THE DIPLOMATIC WAR STRATEGY**

*Before & during negotiations*

*You must keep*

*Advancing, Creating Relentless Pressure*

*And compelling the other side*

*To settle on your terms!*

*The more you take*

*The more you can give back!*

*In meaningless Concessions*

*Create a reputation*

*For being*

*Tough & Uncompromising*

*So that*

*People are back on their heels before they even*

*Meet you!*

## KNOW HOW TO END THINGS :

### THE EXIT STRATEGY

*You are judged in this world*

*By*

*How well you bring things to an end!*

*Messy or Incomplete*

*Conclusion can Reverberate*

*For years to come!*

*The Art of Ending Things Well*

*Is knowing when to stop*

*The height of strategic wisdom is*

*To avoid*

*All Conflicts & Entanglements!!!*

*From which there are no*

*Realistic Exits!!!*

***PART V***

***UNCONVENTIONAL (DIRTY)***

***WARFARE***

**WEAVE SEAMLESS BLEND OF  
FACT AND FICTION :  
MISPERCEPTION STRATEGIES**

*Since no creature can survive  
Without the ability  
To see or sense what is going on around it  
Make it hard for your enemies  
To know what is  
Going on around them!  
Including  
What you are doing  
Feed their expectations, manufacture a reality  
To match their desires  
In addition, they will fool themselves!  
Control people's  
Perceptions of Reality & you Will Control Them!*

**TAKE THE LINE OF LEAST EXPECTATION :  
THE ORDINARY-EXTRAORDINARY STRATEGY**

*People expect your behavior*

*To conform to known*

*Patterns & Conventions!*

*Your task as a*

*Strategist!*

*Is to Upset their expectations*

*First, do Something*

*Ordinary & Conventional*

*To fix their image of you*

*Then hit them with*

*The Extraordinary!*

*The terror is greater for being so*

*Sudden*

*Sometimes the Ordinary is Extraordinary*

*Because it is*

*Unexpected!!!*

## OCCUPY THE MORAL HIGH GROUND :

### THE RIGHTEOUS STRATEGY

*In a political world*

*The cause you are fighting for*

*Must seem more just than the enemy's*

*By*

*Questioning your opponent's*

*Motives & Making them Appear Evil!!!*

*You can narrow their*

*Base of support & Room to Maneuver*

*When*

*You yourself come*

*Under moral attack from a clever enemy*

*Do not*

*Whine or Get Angry!*

*Fight Fire with Fire*

## **DENY THEM TARGETS :**

### **THE STRATEGY OF THE VOID**

*The feeling of:*

*Emptiness or Void-silence, Isolation*

*Zero Engagement*

*With others*

*Is for most people*

*Intolerable*

*Give your enemies*

*No target to attack*

*Be Dangerous but Elusive*

*Then watch as they chase you into*

*The Void!*

*Instead of*

*Frontal Battles*

*Deliver Irritating but Damaging Side Attacks*

*And Pinprick Bites*



**SEEM TO WORK FOR THE INTERESTS OF OTHERS  
WHILE FURTHERING YOUR OWN :  
THE ALLIANCE STRATEGY**

*The best way to advance your cause  
With the minimum of  
Effort & Bloodshed  
Is to Create a Constantly Shifting Network  
Of Alliances  
Getting others to compensate for your Deficiencies  
Do your  
Dirty Work  
Fight Your Wars!  
At the same time  
You must work to sow dissension  
In the Alliances of Others  
Weakening your enemies  
By  
Isolating Them*

**GIVE YOUR RIVALS ENOUGH ROPE  
TO HANG THEMSELVES :  
THE ONE-UPMANSHIP STRATEGY**

*Life's greatest dangers  
Often come not from  
External enemies but from our supposed  
Colleagues & Friends!  
Who pretend to work for the common cause while Scheming to Sabotage Us!  
Work to instill  
Doubts & Insecurities  
In such rivals, getting them to  
Think Too Much & Act Defensively  
Make them  
Hang Themselves!!!  
Through their own self-destructive tendencies  
Leaving you  
Blameless & Clean!!!*

**TAKE SMALL BITES :**  
**THE FAIT ACCOMPLI STRATEGY**

*Overt power grabs and sharp*

*Rises to the top are*

*Dangerous*

*Creating Envy*

*Distrust & Suspicion!*

*Often the best solution is to*

*Take Small Bites*

*Swallow Little Territories*

*Playing upon people's relatively short*

*Attention Spans*

*Before*

*People realize it*

*You Have Accumulated An Empire!!!*

## **PENETRATE THEIR MINDS : COMMUNICATION STRATEGIES**

*Communication is a kind of war*

*It's Field of Battle!*

*The Resistant & Defensive minds*

*Of the people you want to influence*

*The goal is to*

*Penetrate their*

*Defenses & Occupy*

*Their minds!*

*Learn to*

*Infiltrate your ideas behind enemy lines*

*Sending messages through little details*

*Luring people into coming to the*

*Conclusions you*

*Desire & into thinking they've gotten there*

*By*

*Themselves!*

**DESTROY FROM WITHIN :  
THE INNER-FRONT STRATEGY**

*Infiltrating*

*Your opponent's ranks*

*Working from within to bring them down*

*You give them*

*Nothing to see or react against*

*The Ultimate Advantage*

*To take something you want*

*Do not*

*Fight those who have it*

*But rather join them*

*Then either*

*Slowly make it your own or wait for the moment to Stage a Coup D'état*

## **DOMINATE WHILE SEEMING TO SUBMIT : THE PASSIVE-AGGRESSION STRATEGY**

*In a world where  
Political Considerations are  
Paramount  
The most effective form of  
Aggression is the best-hidden one:  
Aggression Behind a Compliant!  
Even Loving Exterior  
To follow the  
Passive-Aggression Strategy!  
You must seem to go along with people  
Offering no Resistance!  
But  
Actually, you dominate the situation  
Just make sure you have  
Disguised your Aggression!  
Enough that you can deny it  
Exists!*

## **SOW UNCERTAINTY AND PANIC THROUGH**

### **ACTS OF TERROR :**

#### **THE CHAIN-REACTION STRATEGY**

*Terror!!!*

*Is the Ultimate way to paralyze*

*People's will to Resist*

*It Destroys their ability to plan a*

*Strategic Response!*

*The goal in a terror campaign*

*Is not*

*Battlefield Victory!*

*However, Causing Maximum Chaos*

*And provoking the other side into*

*Desperate Overreaction!*

*To plot the most effective*

*Counter Strategy*

*Victims of Terror*

*Must stay balanced*

*One's rationality is the last line of*

*Defense!*